

# The *Agenda 2030* in the German media discussion



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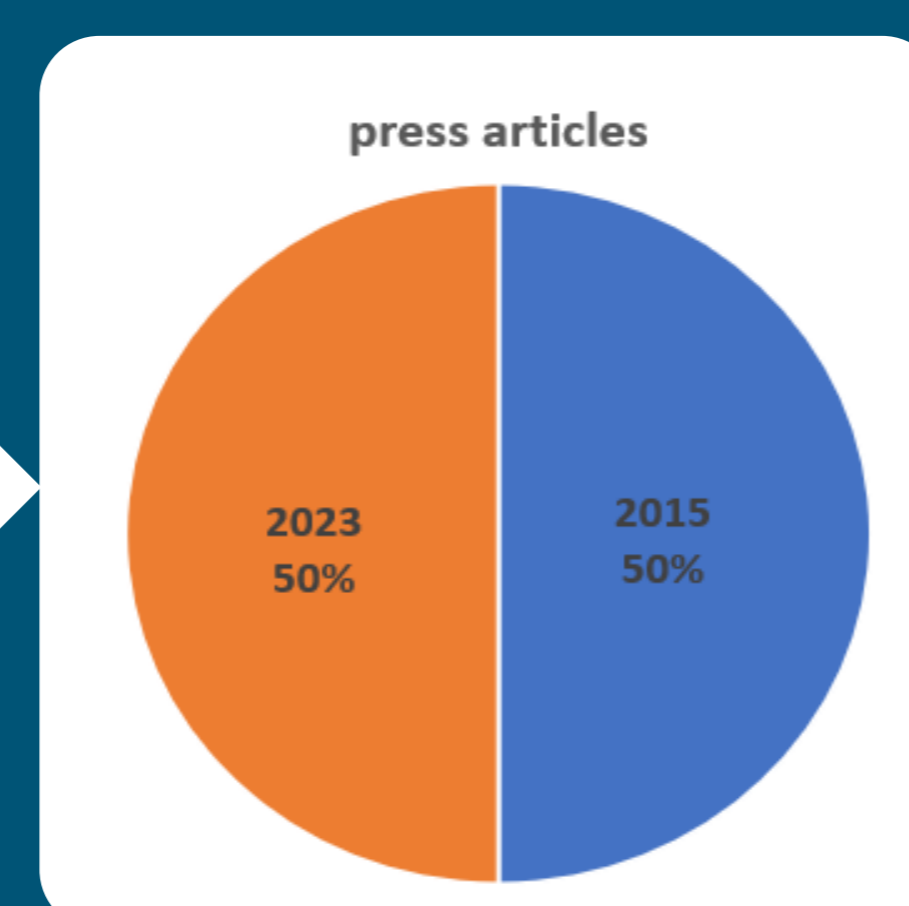
Seminar: Linguistic Discourse Analysis  
in the Environmental Humanities  
Supervisor: Dr Carolin Schwegler

## Background

- In the face of increasing global warming, the global community came together in 2015 and adopted the *Agenda 2030* with a total of 17 Sustainable Development Goals (SDGs) through the United Nations
  - Goals: fairer world on a social, economic and ecological level
  - Eight years have passed since then and climate change is still one of the greatest challenge facing humanity

## Methods

- Qualitative linguistic discourse analysis
- Discourse of press text (as the object of our analysis): time frame
- Point of time to look at the discourse (2015-2023)
  - Adopted on 25th September 2015
  - Eight years after resolution (2023)
- Focus on normative arguments (Schwegler 2018)
  - Development of the discourse



## Conclusion

- Normative arguments elevate the discussion to a moral or ethical level
- They are utilized to put emphasis on a. the importance of the subject (climate change) and b. on the limited time we as humanity have to solve or at least lessen the effects of climate change

## Aims

- Examine the German press discourse concerning the *Agenda 2030*
- Compare 2 points in time for a diachronic approach (development)
- Determine categories of different norms and arguments

## Results

Through our analysis we can derive four norm categories in total and a certain peculiarity.

- First category: **Justice**
  - Key words: **just, gender justice, equality** → “[...] für eine sozial gerechte und ökologische Zukunft [...]”
- Second category: **Sustainability**
  - Key words: **sustainability, better, renewable** → “[...] den Weg in eine nachhaltige Entwicklung zu beschleunigen [...]”
- Third category: **Security**
  - Key words: **good, future, fight** → “Wir brauchen aber Zusammenarbeit, um Frieden zu sichern und globale Probleme wie den Klimawandel zu bewältigen [...]”
- Fourth category: **Morality**
  - Key words: **good, better, moral** → “Wie die Welt zu einem besseren Ort werden soll”
- The later articles strike a more **appealing tone**, having a ‘we have to do something before it is too late’- character
- Our categories and key words don’t have closed borders but rather fluid ones, meaning that a certain key word can apply to several categories and vice-versa